LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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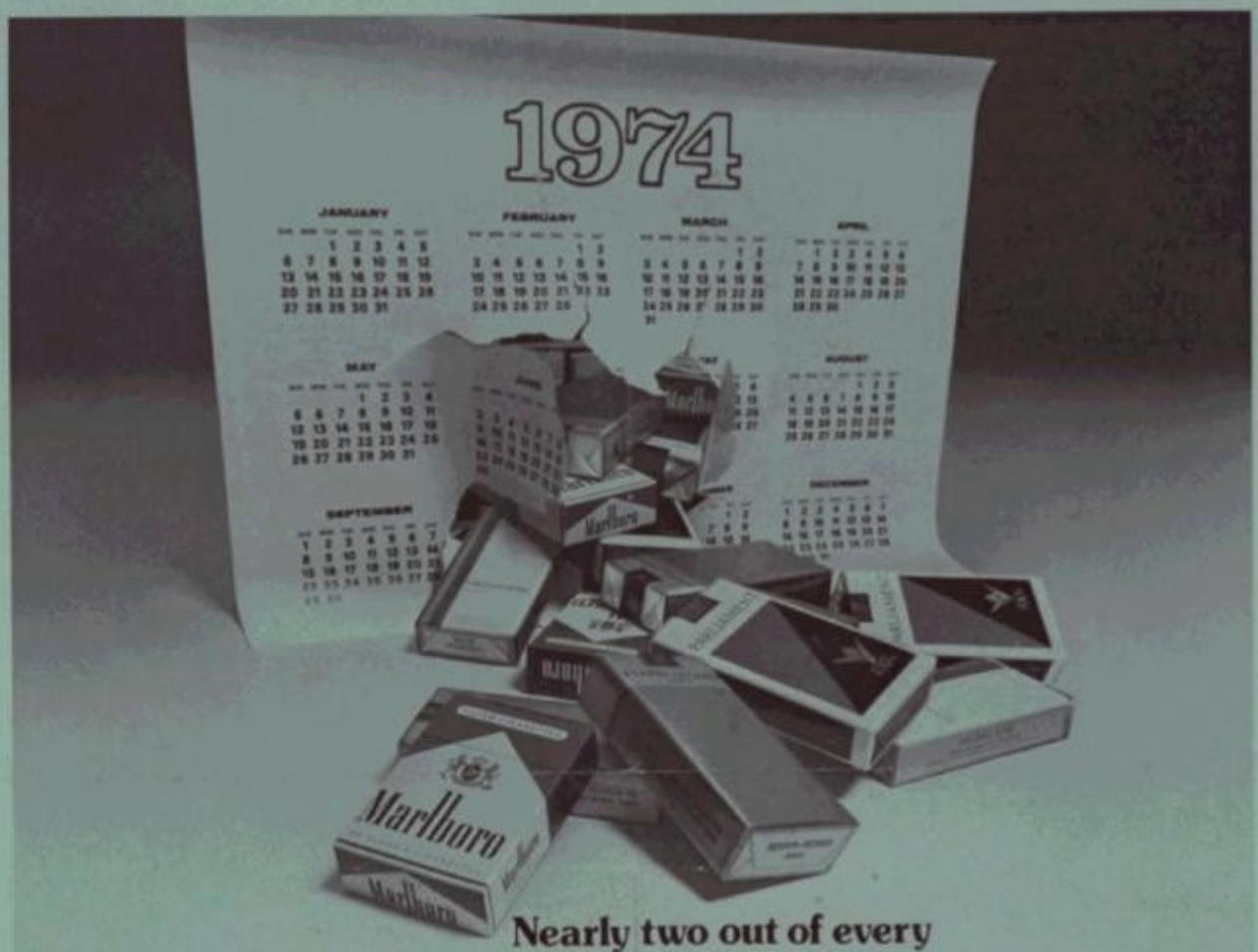

Nearly two out of every three additional cigarette sales you made last year were Philip Morris brands

In 1974, Philip Morris' total gain was almost twice that of the rest of the industry combined.

Growth like this means extra sales and profits for every Drug Store operator who keeps Philip Morris brands in stock at every location, all the time.

Check your weekly order. Make sure it's up-to-date with our growth.

Here's the score* for '74:
Gains in Domestic Cigarette Consumption

Total Industry	+ 17.45 billion
Philip Morris USA	+ 11.32 billion
Rest of Industry	+ 6.13 billion

*Source: Maxwell Reports, October, 1974

The Profit Makers come from **Philip Morris USA**

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Source: https://www.industrydocuments.ucsf.edu/docs/mjhx0001
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